

Last Received: 10/05/2012 2:11 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() DETROIT INTL BRIDGE
Product	order
Estimate#	924930
Buyer	Julie Keane
Phone#	
Fax#	

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/924930
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	11A-12P	EIGHT WEST	:30	\$100.00	09/24-09/24	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	2	TU	11A-12P	EIGHT WEST	:30	\$100.00	09/25-09/25	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	3	W	11A-12P	EIGHT WEST	:30	\$100.00	09/26-09/26	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	4	TH	11A-12P	EIGHT WEST	:30	\$100.00	09/27-09/27	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	5	F	11A-12P	EIGHT WEST	:30	\$100.00	09/28-09/28	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	6	M	12P-1P	NEWS	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CORRECTED												
	7	TU	12P-1P	NEWS	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	8	W	12P-1P	NEWS	:30	\$450.00	09/26-09/26	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												
	9	TH	12P-1P	NEWS	:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												
	10	F	12P-1P	NEWS	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												
	11	W	2P-3P	RACHEL RAY	:15	\$100.00	09/26-09/26	0	0	0	\$0.00	
Rating: 1.0												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	12	M	3P-4P	DOCTORS	:15	\$100.00	09/24-09/24	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	13	TU	3P-4P	DOCTORS	:15	\$100.00	09/25-09/25	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X CXL'D												
	14	W	3P-4P	DOCTORS	:15	\$100.00	09/26-09/26	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	15	TH	3P-4P	DOCTORS	:15	\$100.00	09/27-09/27	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	16	F	3P-4P	DOCTORS	:15	\$100.00	09/28-09/28	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X CXL'D												

Rep Order# 6854994 **Ver#** 11 **Mod#** 4 **Status** Confirmed **Traffic Order#** 207764 **Printed:** 10/05/2012 3:15 PM 4 of 7
EC'd Yes **Last Received:** 10/05/2012 2:11 PM
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Hiatus Weeks

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Salesperson () IAN AMBRON

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	43	W	11P-1135P	NEWS 8 AT 11PM	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
Rating: 5.9												
Buyline Comment: LENGTH CHANGED												
	44	TH	11P-1135P	NEWS 8 AT 11PM	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
Buyline Comment: LENGTH CHANGED												
	45	F	11P-1135P	NEWS 8 AT 11PM	:30	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	
Rating: 5.9												
Buyline Comment: LENGTH CHANGED												
	46	SA	11P-1130P	NEWS	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	
Rating: 6.7												
Buyline Comment: LENGTH CHANGED												
	47	SA	8P-11P	PRIME ENCORES	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
Rating: 2.9												
Buyline Comment: LENGTH CHANGED												
	48	M-F	3P-4P	DR OZ	:30	\$200.00	09/24-09/28	2	1	2	\$400.00	
Buyline Comment: MKGD FOR LNS 11-15												
TP CHNG, 1X ADDED												
	49	M-F	2P-3P	RACHAEL RAY	:30	\$200.00	09/24-09/28	1	1	1	\$200.00	
Buyline Comment: MKGD FOR LNS 11-15												

---REPORT TOTALS---

Report Totals: 43 / \$29,175.00

---SALES MONTHLY TOTALS---

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Sep 12: 43 / \$29,175.00

Sales Totals: 43 / \$29,175.00

Station Totals: 43 / \$29,175.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,744	CATV	0%	WOOD	41%	WOTV	0%	WWMT	36%	WXMI	6%
		WXSP	0%	WZPX	0%	WZZM	15%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE